

E  ee <sup>TM</sup>

EZeeBUY  
**Revolutionizing  
Mobile Commerce**

WHITE PAPER



[www.ezeebuy.ai](http://www.ezeebuy.ai)

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# Executive Summary

EZeeBUY is set to change the world of mobile shopping.

With the EZeeBUY application, the photo is king. Using the camera on their smart device, consumers can take a photo of any product they see—or even share an online photo—and immediately receive the best deal for it, wherever in the world that might be.

To enable this pioneering mobile shopping experience, EZeeBUY is building the largest

product catalog of the entire e-merchant world—a global store just a click away for more than 2.5 billion smartphones.

Thanks to the app’s powerful image-recognition engine, combined with artificial intelligence (AI) and deep-learning technologies, EZeeBUY can match any photo to the exact item in seconds.

Consumers receive the best price, availability and delivery options for any product.

## CONNECTING FAMILY, FRIENDS AND COMMUNITIES

EZeeBUY packs world-first features to let younger consumers digitally “ask” their parents for permission to buy something or simply place desired items on a family-shared “wish list.”

Accessible by family and close friends, the social media-integrated wish list, removes the stress of gift selection while allowing parents to encourage better money management in their kids. Users can also make charitable donations with ease.

## CREATING A CRYPTOCURRENCY-FRIENDLY GLOBAL MARKETPLACE

EZeeBUY will make shopping with cryptocurrency as everyday as cash or credit cards. The EZeeBUY wallet supports a variety of currencies, cryptocurrencies—including EZeeBUY’s own EZ8 token—and peer-to-peer (P2P) payment methods.

## PERSONALIZED SHOPPING

Through its AI and deep-learning technologies, the EZeeBUY app builds a detailed profile of a consumer’s interests, purchasing habits and favorite brands through their mobile device’s photo library, allowing brands and retailers to provide highly customized offers and limited-time discounts.

## EXPERIENTIAL MARKETING

Embracing cutting-edge technology, EZeeBUY uses augmented reality to enhance their mobile shopping experience. Browsing products in 3-D goes far beyond the staple slideshow of static images and ushers in the era of interactive shopping.

## SEAMLESS MOBILE SHOPPING

Shopping is set to become as simple as snapping a photo with your smart device. EZeeBUY’s image-recognition technology spells the end of frustrating web searches for the right product at the best price, followed by a painstaking checkout process that results in out-of-stock or restricted delivery messages.

## GLOBAL EXPANSION

EZeeBUY’s expansion starts with a retail partner in each country that offers extensive product categories, a large loyalty program (to boost app adoption) and a passion for digital transformation.

## A LANDSCAPE OF OPPORTUNITIES

EZeeBUY places smart device cameras and EZ8 tokens at the center of the world’s first truly mobile marketplace economy. EZeeBUY’s AI-backed technology ensures personalized, precise mobile shopping for consumers while establishing direct and rewarding relationships between consumers and brands.

VISION

**To become the world's most  
trusted digital shopping  
platform for any product while  
delivering the best price and  
buying experience.**

Download the EzeeBUY smartphone application at your favorite app store.



# Introduction

Incorporated in 2005, jPortal Corporation has been developing IT solutions for more than 13 years. In 2017, the firm brought together a team of industry experts and business leaders to launch the trail-blazing digital application EZeeBUY.

Driven by its patent-pending AI and deep-learning engines, the application matches a product photo with the real item in its global product catalog and recommends the best deal in terms of price, availability and delivery.

This revolutionary mobile shopping experience signals the end of time-consuming Internet searches for the exact item with the best deal from a reputable vendor.

The Internet changed the way consumers shop. Smart devices and applications transformed the shopping landscape even further. The next step in this digital revolution lies with a simple photo combined with artificial intelligence, deep learning and augmented reality. This is EZeeBUY.

While retailers will always exist, new brick-and-mortar stores must offer cutting-edge and enhanced social experiences for customers. EZeeBUY will provide just that.

EZeeBUY's first retail partner, Toys "R" Us Japan, has seen an opportunity to revolutionize the shopping experience with augmented-reality browsing, speedy purchasing, a digital loyalty program and "wish-list" suggestions.

This transformed in-store experience offers customers three frictionless purchasing options:

- Pay for the product via the application and carry the paid product through an express paid service counter.
- Pay for the product via the application and collect from the customer service counter.
- Pay for the product via the application and have it shipped home.

# Solving Mobile Commerce Challenges

Mobile commerce is expected to generate \$3 trillion by 2021, but to accelerate growth the sector needs to eliminate developmental obstacles, reduce shopping cart abandonment rates and improve the overall customer experience.

The average online merchant loses more

than 75% of potential sales to shopping cart abandonment, and in some sectors the rate is as high as 84%.

The EZeeBUY global marketplace economy is designed to solve the inherent problems of mobile shopping that lead to uncompleted transactions.

## THE END OF INCESSANT SEARCHING

Searching for a product online can be a highly inexact and inefficient process. The EZeeBUY application uses photos to skip frustrating, hit-and-miss searches.

The application's powerful patent-pending technologies can identify a product from a photo and provide product details, pricing and availability for a one-touch buying experience.

## BEST PRICE GUARANTEES

Finding the best price for a product online is a minefield. Beyond the time-consuming searching, consumers are often slapped with shipping and handling fees that no longer make the purchase such a good deal.

Savvy shoppers know that e-merchants need to shift inventory at the highest possible price.

EZeeBUY cuts through such practices by using its real-time global product catalog to locate the guaranteed best deal, wherever that may be.

## PRECISION PURCHASES

Since e-merchants only want to sell what they have in stock, they often use incentives to push similar products. This common ploy leads to disappointing shopping experiences.

EZeeBUY's image-recognition technologies ensure only the exact product requested is offered to consumers—and at the best price.

## REWARDING EXPERIENCES

Surveys reveal that most consumers are unhappy with the online shopping experience. Merchant websites can be difficult to navigate and often feature a tedious registration and checkout process.

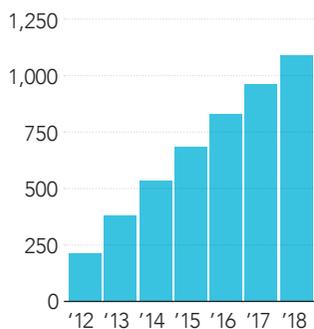
The EZeeBUY application is intuitive, boasts augmented reality and uses groundbreaking image-recognition technologies to deliver smooth and enjoyable mobile shopping experiences.

## PERSONALIZED SHOPPING

EZeeBUY uses a consumer's photo library, purchase history and brand interests to build a consumer profile that allows for highly personalized purchase recommendations.

In addition, a sponsored advertising feature enables brands to nurture a direct relationship with a consumer and present special offers and limited-edition products.

**Mobile Device Shoppers**  
(in millions)



Source: Statista 2018

# EZeeBUY Products and Services

## EZeeBUY™ App Core Services Description

<b>EZeeBUY™</b>	Patent(s)-pending smartphone application.
<b>EZeeFAMILY™</b>	Patent-pending EZeeASK™ for parental approval for household members and access to family-shared wish list.
<b>EZeeWISH™</b>	Patent-pending family-shared wish list for any special event, enabling any family member to buy those specific products for that family member. Brand manufacturers can activate special offers to encourage faster purchases through a dashboard cloud service on EZeeBID™.
<b>EZeeSOCIAL™</b>	Share your buying experiences from your family-shared wish list or from your personalized EZeeBRAND™ Discover page to promote brand loyalty with your friends on social media platforms.
<b>EZeeFRIENDS™</b>	Share your buying experiences from your family-shared wish list or from your personalized EZeeBRAND™ Discover page to promote brand loyalty with your friends through the EZeeBUY™ smartphone application.
<b>EZeeHUMOR™</b>	Patent-pending exception handling for products unable to be purchased or products not identified correctly. EZeeBUY™ uses humor to manage exceptions so that users continue using the app and potentially create a viral event by “testing” the image-recognition technology.

## Data Analytics Core Services

<b>EZeePRODUCT™</b>	Patent-pending global product catalog of the entire e-merchant world to create a trusted Global Marketplace-Economy™ with the best price and delivery options.
<b>EZeeDATA™</b>	Patent-pending data analytics and insights on high-demand products, real-time product trends, popular brands, pricing and inventory trends using the EZeePRODUCT™ platform through a dashboard cloud service.
<b>EZeeCROWD™</b>	Patent-pending crowdfunding platform to enhance the world’s largest product catalog for the Global Marketplace-Economy™ through EZ8 token payment for uploaded product images to the EZeePRODUCT™ platform.

**Behavior Cluster Core Services** **Description**

<b>EZeePHOTO™</b>	Patent-pending smart device photo library integration service to identify and learn users' favorite products, brands, interests, social events and places to build anonymous behavior cluster profiles.
<b>EZeeDiNA™</b>	Patent-pending image-powered recognition using deep-learning technology. Artificial intelligence and machine learning technologies for behavior clustering analysis and profiles.
<b>EZeeBRAND™</b>	Patent-pending personalized sponsored advertising to strengthen brand loyalty by leveraging anonymous behavior cluster profiles from EZeePHOTO™ through a dashboard cloud service.
<b>EZeeAUGMENT™</b>	Patent-pending augmented reality, 3-D assets for enhanced brand loyalty and experiential marketing through a dashboard cloud service.
<b>EZeeBID™</b>	Patent-pending bidding platform for brands and retail partners to offer additional incentives for their products on EZeeBRAND™ and EZeeWISH™ platforms to enhance brand loyalty and encourage additional purchases through a dashboard cloud service.

**Wallet Core Services**

<b>EZeePAY™</b>	Digital wallet with multicurrency, multicryptocurrency, including EZ8 tokens, and P2P payments.
<b>EZeeBUDGET™</b>	Feature to allow parents to provide household members with budgets to simplify parental approvals.
<b>EZeeCHARITY™</b>	Charity donation feature for EZeeBUY™ users to give back to the community.

# Market Overview

Worldwide retail sales exceeded \$23 trillion in 2017. While growth has slowed in recent years, leading market research firm eMarketer believes the worldwide market will reach more than \$28 trillion by 2021.

Overall retail growth is hovering around 5% compound annual growth rate (CAGR), but online retail is experiencing more than 20% year-on-year growth. This is in large part due to the development of mobile commerce.

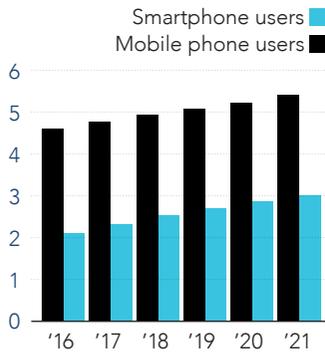
## THE FUTURE IS SMART

The smart device market, meanwhile, continues to flourish.

According to business intelligence portal Statista, mobile phone users reached nearly 4.8 billion in 2017 and will exceed 5 billion by 2019.

The number of smartphone users is forecast to grow from 2.1 billion in 2016 to around 2.5 billion in 2019, representing more than a third of the world's population.

**Global Smart vs Mobile Phone Users**  
(in billions)



## THE RISE OF MOBILE COMMERCE

Mobile commerce has seen significant growth over the past decade, and this is expected to continue at nearly 30% CAGR (2016–2021). Mobile commerce accounts for around 59% of online retail sales, which is expected to reach 75% by 2021.

According to eMarketer, worldwide mobile commerce sales were worth more than \$1.3 trillion in 2017, up from less than \$100 billion in 2013. Growing Internet connectivity and smartphone adoption is resulting in billions of consumers choosing to shop on their mobile devices.

And with more than 1 trillion smartphone photos taken each year, it's clear that the image represents the future of mobile shopping.

## EMBRACING THE AGE OF MILLENNIALS

The tech-savvy, globally minded millennial generation is about to move into its prime spending years, representing billions of dollars of revenue.

Having grown up with the Internet and technology in their daily lives, millennials shop with smartphone apps more frequently than any other age group. They naturally expect instant digital access to price comparisons, product information and peer reviews.

The future of branding belongs to those who successfully transition from targeting traditional demographic social groups to targeting behavioral clusters. And EZeeBUY is the digital bridge for brands to access tomorrow's market.

## SHOPPING IS SOCIAL

Social media use continues to grow at a phenomenal rate, with more than 3 billion people around the world now regularly using social media. Nine in 10 of those access their chosen platforms through a smart device.

Understanding that social media users enjoy sharing every aspect of their lives, the EZeeBUY app seamlessly interacts with all social media platforms. This allows consumers to share purchases or wish-list items with their followers and friends, as well as find the best deal on any product discovered as a photo on social media.

Mobile commerce accounts for around 59% of online retail sales, which is expected to reach 75% by 2021.

# Cryptocurrency Revolution

Cryptocurrencies like Bitcoin and Ethereum heralded the beginning of a new financial era. Cryptocurrency market capitalization exceeded \$425 billion earlier this year and there appears to be substantial scope for growth.

Since cryptos are network products, not investments (as they typically do not have yields), their value lies in their adoption and network utility. Network effects lead to parabolic and exponential growth.

**Millennials:** This generation is rejecting the traditional financial system that it saw destroy livelihoods in 2008. Banks appear incapable of adequately catering to this emerging market,

while millennials are looking for nontraditional ways to create wealth.

**Rapid changes in global capital formation:** Startups are embracing the initial coin offering (ICO) concept, with its ability to raise substantial funds in days or even hours.

**Global investment opportunities:** The crypto world represents a borderless investment opportunity, far removed from the traditional model of investing in assets on a single-country exchange. The current system, in which governments print money, effectively inflating assets and driving yields down, offers few real investment opportunities.

## JAPAN THE CRYPTO REVOLUTIONARY

“ICOs are groundbreaking technology, so if we can implement good principles and rules, they have the potential to become a new way to raise funding.” Kenji Harashima, Mizuho Research Institute

Japan is one of only a handful of countries embracing the cryptocurrency revolution. In 2017, the Japanese government recognized Bitcoin and Ethereum as legal means of payment and Tama University recently released a government-backed list of guidelines for ICOs.

The Financial Services Agency (FSA), Japan’s financial watchdog, gathered data from the 17 leading cryptocurrency exchanges in Japan (there are 32 in total) and discovered that more than 3.5 million people, close to 2.8% of the population, are investing in the emerging asset class. In addition, it found the total volume of cryptocurrency trading was almost 5,000 times higher in 2017 than 2014.

In April 2018, a new cryptocurrency organization was registered with the FSA. The Japan Virtual Currency Exchange Association (JVCEA), made up of 16 agency-approved crypto exchanges, oversees compliance with self-imposed terms-of-business rules. As a result, Japan is avoiding classifying ICOs as securities and submitting them to strict rules and regulations.

## THE EZEEPAY REVOLUTION

The EZeePAY app wallet enables payments with debit cards, credit cards and cryptocurrencies (Altcoins). This open-source, non-cash payment solution will launch in Japan before expanding globally.

The EZeePAY wallet will become the world’s most user-friendly payment solution while eliminating the cumbersome processes for setting up payment instruments, connecting to banks, meeting cryptocurrency compliance requirements and other technical issues that prevent digital wallets from becoming the norm.

# EZ8 Token Revolution

Ever since blockchain technology was adopted by Bitcoin, it has been used as a platform for transferring funds across the globe via an unobstructed peer-to-peer, Internet-based network.

Cryptocurrency ecosystems are evolving at an astonishing pace, but business rather than technical constraints have frustrated widespread cryptocurrency payment. With this in mind, EZeeBUY has adopted trusted technologies already developed.

Cryptocurrencies are unique because they are fungible, decentralized tokens, whose value is derived from the amount of practical

utility (or potential future utility) perceived by the network of users that support and trade them.

Not surprisingly, most cryptocurrencies suffer from high levels of price volatility due to shifting public perception and highly speculative and unregulated markets. This has hindered the widespread adoption of cryptocurrency as a practical payment solution.

EZeePAY has developed a solution to enable everyday payments for any product purchased on the world's largest marketplace-economy.

## EZ8 TOKEN

The EZ8 token will be created and developed with Cryptonomex's Graphene blockchain technology, driven by a consensus mechanism and network of permission-less nodes linked in a P2P configuration.

EZeeBUY will utilize the BitShares platform for fast implementation and maximum benefits. This platform is capable of processing 100,000 transactions per second and even more with optimization. In comparison, Visa, one of the world's largest financial providers, handles an average of 2,000 transactions per second, with a capacity of just 24,000.

## SMART CONTRACTS

Smart contracts will be supported and implemented by EZeeBUY to process and verify EZ8 tokens and other future features.

## DELEGATED PROOF OF STAKE

EZ8 tokens will implement a delegated proof of stake (DPOS) and will not be mined. DPOS is a blockchain consensus model that utilizes a voting system to control the network parameters, such as transaction fees, block intervals and the block-producing node number. This predetermined list of nodes allows for transaction confirmation averages of one second.

The block-producing nodes, or "witnesses," group the transactions that have been broadcast to the network into "blocks" and add them to the blockchain. The block production is performed in a round-robin pattern so that every node produces one block per round.

Each witness is paid for every valid block it produces, while failure to do so results in no payment and a possibility of being voted out as a malicious node. The network updates the witness list in accordance to the user votes every day.

## EZEEPAY WALLET

The wallet is where funds are stored and securely maintained. Private keys are not provided to prevent theft.

Any organization will be able to adopt and integrate the free, open-source EZeePAY wallet into its own application.

- Fiat, Altcoins, EZ8 tokens, EZeeEARN points: The wallet balance features four tabs for Fiat, Altcoins, EZ8 tokens and EZeeEARN balances.

- Deposits and withdrawals: Fiat can be transferred to the EZeePAY wallet with a credit or debit card (for a small transaction fee) or via a local bank transfer. Altcoins and EZ8 tokens can be directly transferred using unique addresses provided by the EZeePAY wallet.

Withdrawals can be made in fiat to the registered user’s bank account (withdrawal fees apply). EZ8 token withdrawals are free, whereas Altcoin withdrawals incur a fee.

- Exchange of funds: Funds can be easily exchanged between the three balances in the EZeePAY wallet. All combinations—fiat-Altcoins, Altcoins-EZ8 tokens and fiat-EZ8 tokens—will be calculated at current EZ8 token market rates.
- Money transfers: Fiat can be transferred to another domestic EZeePAY wallet user.

For international transfers, the receiving party must be registered to accept funds from EZeePAY (in approved countries) and designate their preference for receiving the funds via a bank account or money-receiving agent. Once registered, the sender attaches a receiver-generated code and transfers funds easily by name.

Funds can be transferred from any Altcoins and will be automatically converted to the fiat currency of the receiving party’s country of residence. Fees will apply and currency exchange gains will be realized.

- Payments: point-of-sale (POS) terminals (QR code, NFC). Payments can be made from any wallet. While fiat payments are free of charge, Altcoin payments incur a processing fee. EZ8 token payments are free and earn additional points in the form of EZ8 token rewards (percentages are dependent on the merchant). Retailers may incur fees. Payments can be completed using QR codes, NFC and online schemes for mobile commerce.
- Mobile commerce online payments (generated code): Payments can be made to any registered merchant. Low fees may apply to merchants.
- Bill payments and charity donations: One-time or recurring payments are possible.
- EZ8 token rewards: A predetermined percentage of EZ8 tokens can be used 24 hours after a purchase or money transfer with fiat or EZ8 tokens.

Being pegged to the Japanese yen means JPY tokens can be held long-term with a lower risk of token depreciation.

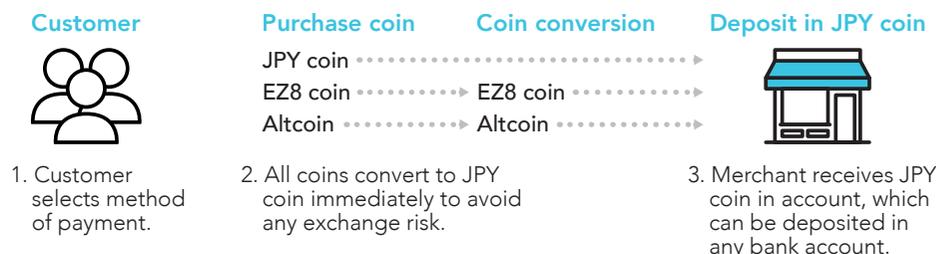
### GRAPHENE BLOCKCHAIN ECOSYSTEM

EZ8 and JPY tokens will be integrated into Cryptonomex’s Graphene blockchain platform. This third-generation technology is used by such established tech adopters as Bitshares, Steem, Golos, Peerplays and, more recently, EOS and VINchain.

Graphene, written mostly in C++, delivers speed and power in its transaction rate, and uses an object-oriented data model.

<https://github.com/cryptonomex/graphene>

#### Payment process from customer to merchant



# Milestone Achievements

Toys “R” Us Japan is the first retailer to transform the in-store customer experience with EZeeBUY.

As the country’s leading toy and juvenile products retailer, Toys “R” Us Japan offers quality merchandise from trusted domestic and international manufacturers at its more than 160 stores nationwide, as well as through its Toys “R” Us/Babies “R” Us online store.

The website sees nearly 5.6 million monthly visits, with around 2.7 million unique visits. Toys “R” Us Japan boasts more than 10 million loyalty program members, with over 30% active members (customers in the last 12 months).

The migration of these loyalty program members (5 million within the first 12 months after launch) to the EZeeBUY smartphone application will ensure the accelerated use of the EZeeBUY global marketplace economy and, ultimately, the EZ8 token.

This strategic partnership will give customers an enhanced in-store experience through augmented-reality browsing, convenient one-touch purchasing, wish-list options, instant payment and express checkout.



# Revenue Model

EZeeBUY will launch its first retail partnership by the end of 2018 and expects to onboard more than 15 million app users by the end of the first year.

These users will begin to drive significant transaction fee revenue in 2019. Transactions fees are expected to be the main source of revenue in the short-term.

As EZeeBUY becomes a popular app for mobile commerce, personalized sponsored ad-

vertising and data analytics revenue will grow substantially. Sponsored advertising is expected to hit 25% of overall revenue by the beginning of 2021.

The EZeePRODUCT global product catalog will create revenue from our EZeeDATA cloud-based platform from the sale of associated big data, analytics and insights to retailers, e-merchants, advertising agencies, manufacturers and data analysts.

## TRANSACTION FEES AND PRIME SERVICES

EZeeBUY expects to receive a 5% handling fee for its simple one-touch, buy-now shopping experience or a membership of \$49 per year for prime services that waives the handling fee.

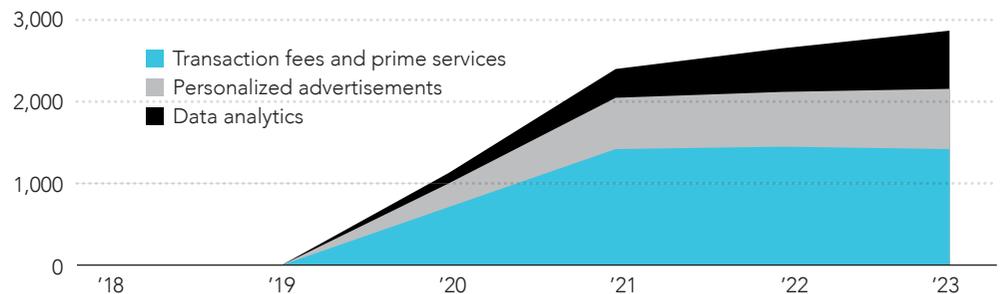
## PERSONALIZED SPONSORED ADVERTISING

Manufacturers can place personalized sponsored advertising for products on a dedicated page of the EZeeBUY app for a subscription fee, plus 5% per transaction.

## DATA ANALYTICS

EZeeBUY will market valuable product and trend data and user preference insights for a subscription fee to retailers, e-merchants, advertising agencies and manufacturers.

**EZeeBUY Projected Revenue** (in millions of US dollars)



# Global Expansion Plan

According to Retail TouchPoints, 94% of all retail sales still take place in stores, while online commerce sales are expected to increase annually by 17%, reaching \$414 billion by 2018.

Bringing a smart device-driven experience to a brick-and-mortar store will boost loyalty and sales for those retailers ready to embrace the future.

Toys “R” Us Japan has already begun this journey in its partnership with EZeeBUY. Its

migrated loyalty program customers will enjoy an entirely new in-store experience through the host of EZeeBUY benefits and services.

Following a successful rollout in Japan, EZeeBUY will take its model to retailers in the United States, Singapore and the UK.

The ideal retail partner would be one with an extensive product lineup and inventory, a large customer loyalty program and a desire to offer an enhanced, digital in-store shopping experience.

## JAPAN’S MOBILE-FRIENDLY MARKET

Japan is one of the most mature mobile commerce markets in Asia. In fact, Rakuten’s first-quarter 2017 results showed that nearly 63% of total gross sales were through mobile devices.

The country is the world’s fourth-largest online retail market, and mobile commerce is projected to grow at more than 17% CAGR between 2016 and 2020. With Internet penetration at around 91% of the population and mobile transactions accounting for nearly 60% of all purchases, Japan represents a significant market opportunity.

According to the Ecommerce Foundation’s 2016 Japan report, online commerce accounted for 2.8% of the total GDP (\$4.1 billion), with 60% of the population shopping online (clothing and global brands represented the most popular items). In addition, a highly developed distribution infrastructure and small country size make delivery easy.

Digital marketing is booming. According to a 2016 report by the Japanese advertising giant Dentsu, digital marketing spending reached \$10 billion that year. Mobile advertising is rapidly expanding, too. In 2016, around 50% of total digital ad spending went to mobile ads.

## AMERICAN POTENTIAL

EZeeBUY sees huge potential for its service in the United States and plans to expand there after a successful Japan launch.

The United States has the second-largest mobile commerce market in the world and boasts a projected growth of almost 31% CAGR from 2016 to 2020. By 2021, over 50% of all online commerce in the US will be through smart devices (220 million American consumers currently own such a device).

What’s more, more than 34% of all online commerce dollars—or nearly \$166 billion—were spent with smartphones in 2017. And 80% of American shoppers routinely use a smartphone in a store to check product reviews, compare prices or find alternative store locations.

According to Internet Retailer, 1,000 brands say the priorities for online commerce growth are localization, personalization and customer experience. The EZeeBUY ecosystem is designed with all three in mind.

# EZeeBUY Roadmap

## 2018

**January (completed):** Toys “R” Us agrees to a two-year exclusive partnership with EZeeBUY.

**May (completed):** Building of the digital neural architecture (EZeeDiNA) platform that will leverage AI and deep-learning technologies to accurately identify any product from an image.

**May (completed):** Joined the Japan Blockchain Association.

**July (beta):** Building of the global product catalog platform (EZeePRODUCT) to create the world’s first global marketplace economy for EZeeBUY users.

**July (beta):** Building of the smartphone application (EZeeBUY) with patent-pending features that include “buy” and “ask” one-touch experiences and a family-shared wish list.

**July (beta):** Building of the patent-pending augmented reality platform (EZeeAUGMENT) for experiential marketing of products and interactive browsing for EZeeBUY users.

**July (completed):** Toys “R” Us signs a two-year exclusive partnership with EZeeBUY

**August (beta):** Building of the sponsored advertising platform for any brand to engage directly with EZeeBUY users.

**August (beta):** Building of the retail partner platform (EZeeRETAIL) to help retailers digitally transform their business through technologies like EZeeDiNA, EZeePRODUCT, EZeeBUY, EZeeAUGMENT, EZeeBRAND and EZeeDATA.

**August (beta):** Building of the customer loyalty rewards platform (EZeeEARN) for retail partners to offer customers a digitally enhanced loyalty program.

**September:** Launch with Toys “R” Us Japan and expand nationwide.

**October (beta):** Building of the patent-pending data analytics platform (EZeeDATA) that will offer product trend insights from EZeePRODUCT and help any e-merchants optimize their pricing and inventory.

**November (beta):** Building of the multicurrency- and cryptocurrency-secured EZeePAY wallet for app users to complete a purchase within the global marketplace economy.

**November:** Secure agreements with three cryptocurrency exchanges for the EZ8 token.

## 2019

**First half:** Onboard two more retail partners in Japan.

**Second half:** Global expansion to the United States, Singapore and the UK.



# EZ8 Initial Coin Offering (ICO)

In September 2018, EZeeBUY expects to launch the initial coin offering (ICO) for its virtual currency tokens, known as EZ8 tokens or EZ8.

EZ8 tokens will be offered to the public through crowdfunding contributions. While there will be no minimum crowdfunding level, the company has set a hard cap of

US\$48 million.

Funds raised from the ICO will be used for further development of all 20 products and services, expanding the business globally and creating further benefits and value for all participants of this unique global marketplace economy.

## EZ8 TOKEN

EZeeBUY will sell 888,888,888 digital tokens to obtain funds for the development of the EZeeBUY products and services described in detail on pages 7 and 8 as well as software development, business operations, marketing and community development.

The EZ8 token will be used within the EZeePAY wallet and global marketplace economy for product purchases through the EZeeBUY application.

The EZ8 ICO will be a fixed exchange rate offering. Each token will be sold at US\$0.18. During the private pre-ICO and early commitment ICO contributor period, a bonus will be offered based on the time of contribution.

## LEGAL AND REGULATORY CONSIDERATIONS

The EZ8 sale is a voluntary contribution toward the execution of the 20 EZeeBUY products and services, as detailed in this white paper. An EZ8 token purchase does not grant any direct equity. It does not represent any ownership right or claim to EZeeBUY products or services or intellectual property, either present or future.

The management team will execute their best efforts to develop the products and services outlined in this white paper. All contributors should be aware that their contributions are not refundable and should accept the inherent risk of project failure at any stage of the development.

The management team believes the EZ8 token does not qualify as a security and does not provide a contributor any equity in the legal structure of the company. The EZ8 token is intended as a cryptocurrency to be used only within the EZeeBUY global marketplace economy.

## TOKEN SALE RESTRICTIONS

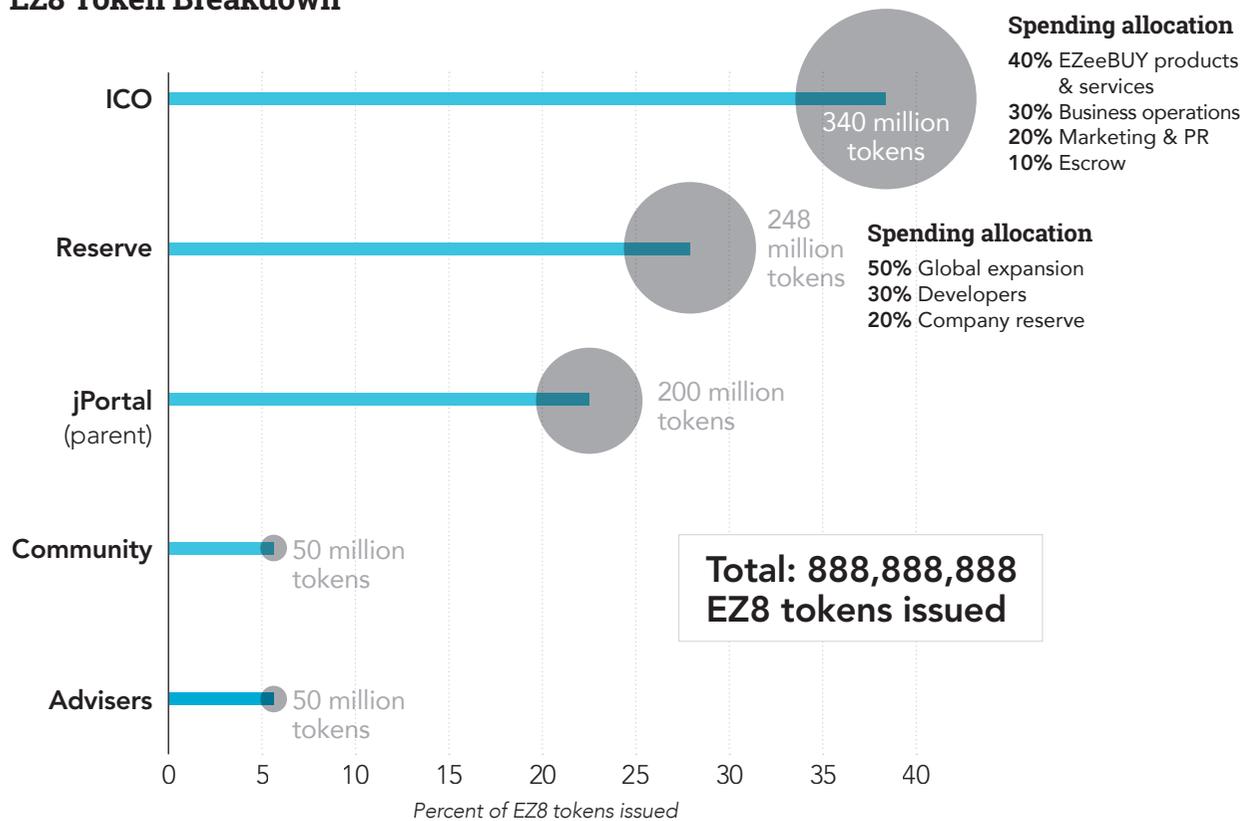
Residents from the United States of America, China, Cuba, Sudan, Iran and North Korea are not currently permitted to participate in the token sale. Only accredited investors from the aforementioned countries are allowed.

## ICO Timeline

	PRE-ICO	ICO WAVE 1	ICO WAVE 2
<b>Who</b>	Private (40% bonus)	Public (30% bonus)	Public (20% bonus)
<b>When</b>	July 2018	September 2018	October 2018
<b>Number of EZ8 at \$0.18</b>	Up to \$75 million	Up to \$138 million	Up to \$171 million
<b>Amount raised (US\$)</b>	Up to \$5 million	Up to \$17 million	Up to \$25 million
<b>Per participant limit</b>	\$25,000 to \$5 million	\$100 to \$1 million	\$50 to \$1 million

Any party interested in participating in the EZeeBUY crowd sale must undergo a screening to comply with KYC (know your customer) and AML (anti-money laundering) regulations.

## EZ8 Token Breakdown



# Leadership Team



**DAVID ESTRADA** Founder and CEO

A digital transformation entrepreneur driven by a curiosity in how the digital world shapes our lives today and tomorrow.



**DAVID PIPE** Co-founder and CMO

A marketing professional with international experience in developing and marketing financial and technology products in fintech, banking, insurance and securities sectors.



**KENTH FAGERLUND** Co-founder and CTO

Eighteen years in the IT sector, including the last decade focused on the mobile sector.



**BOB FISHER** Co-founder and COO

More than 25 years in IT, including business operations and transformation and account management, services and delivery (outsourcing, payment systems and systems integration).



**DAMON LAWSON** Co-founder and CRO

Twenty-five years in sales, marketing and business management and development. A cryptocurrency enthusiast.



**GILLES DAQUIN** Co-founder and CDO

An expert in machine learning to identify complex behavioral patterns to drive change.

# Advisers

## **ANN CUISIA** ICO and blockchain technology adviser

A pioneer in the Philippines in nonprofit digital transformation and online donations, and a passionate supporter of TraXion technology.

## **JIRI KNESL** Blockchain/ICO platform development

A software development expert for more than 23 years, his team at Flexiana is creating the latest in cryptocurrency and blockchain development.

## **DR. HANS KONING** Blockchain, crypto and ICOs

A business leader advising and investing in startup companies for more than 20 years and has become a veteran of more than 50 ICOs. He is a master in the world of cryptocurrency and frontier investment.

## **ERNIE OLSEN** Business adviser

A seasoned exec with experience building and restructuring institutional and independent businesses in the banking, securities, insurance and consumer finance sectors.

## **HAJIME HIROSE** ICO and investment adviser

(Co-founder and angel investor)

A seasoned tech entrepreneur with nearly 20 years' experience in the mobile and Internet sectors.

## **NAOMI MANO** Brand ambassador

CEO of boutique hospitality consultancy Luxurique, Inc., with more than 25 years' experience in the marketing, branding, IT and hospitality industries.

## **JOHN BANCROFT** E-commerce strategy adviser

An impressive record in managing and turning around companies, including Fortune 500 firms, and driving revenue, profit and growth.

## **JACK LIAO** ICO and cryptocurrency adviser

Hong Kong-based businessman behind Bitcoin Gold, CEO of Bitcoin mining outfit LightningASIC and blockchain expert.

## **WALTER GUTBEZAHL** Investment adviser

(Co-founder and angel investor)

A business and networking guru who owns several businesses in Asia and South America.

## **MICHEL MOMMEJAT** ICO and social media adviser

(Co-founder and angel investor)

A digital marketing expert with experience in driving the digital and data transformation of several organizations and brands.

## **SATOSHI SAKURAI** Private equity funding and mergers and acquisitions adviser

An exec in the areas of business evaluation, structuring, negotiation and post-merger acquisitions.

## Legal Information

In order to fund the development of the EZeeBUY global marketplace-economy, 888,888,888 tokens (called EZ8 tokens or EZ8) will be created on the Graphene blockchain and sold to the public. EZ8 is a token that will allow the user to access EZeeBUY products and services.

The EZ8 token does not have the legal qualification of a security since it does not give any rights to dividends or interests. The sale of EZ8 tokens is final and non-refundable. EZ8 tokens are not shares and do not give any right to participate in the general meeting of Company. EZ8 tokens cannot have a performance or a particular value outside the EZeeBUY global marketplace-economy. Anyone purchasing EZ8 tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of EZ8 tokens.

### Knowledge Required

The purchaser of EZ8 tokens undertakes that he/she understands and has significant experience of cryptocurrencies, blockchain systems and services, and that he/she fully understands the risks associated with the crowdsale as well as the use of cryptocurrencies (including storage). EZeeBUY company shall not be responsible for any loss of EZ8 tokens or situations making it impossible to access EZ8 tokens, which may result from any actions or omissions of the user or any person undertaking to acquire EZ8 tokens as well as in case of hacker attacks.

### Risks

Acquiring EZ8 tokens and storing them involves various risks, in particular the risk that EZeeBUY company may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring EZ8 tokens any user should carefully consider the risks, costs and benefits of acquiring EZ8 tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (including the risks related to the non-development of the EZeeBUY products and services) or any other risks as EZeeBUY indicated in the Terms & Conditions of the crowdsale should not acquire EZ8 tokens.

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to EZeeBUY company or any related or associated company. The EZ8 tokens are just a utility token which can be used only on the EZeeBUY global marketplace-economy and is not intended to be used as an investment.

The offering of EZ8 tokens on a trading platform is done in order to allow the use of the EZeeBUY products and services and not for speculative purposes. The offering of EZ8 tokens on a trading platform is not changing the legal qualification of the token, which remains a simple means for the use of the EZeeBUY products and services and is not a security.

EZeeBUY company is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only and Company does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of EZ8 tokens according to their nationality and place of residence.

As of today, EZeeBUY company is not a financial intermediary according to EU Law and is not required to obtain any authorization for Anti Money Laundering purpose. This qualification may change in the case of EZ8 offering services which are to be considered as qualifying as financial intermediation activity. In this case, the use of EZeeBUY products and services may require the positive conclusion of a AML and KYC identification process.

Acquiring EZ8 tokens shall not grant any right or influence over EZee's organization. EZ8 tokens confer no direct or indirect right to EZeeBUY company' capital or income, nor do they confer any governance right within EZeeBUY company. Moreover, EZ8 is not proof of ownership or a right of control. It does not grant the controlling individual any asset or share in EZeeBUY company, or in the EZeeBUY company network. Lastly, EZ8 does not grant any right to participate in control over EZeeBUY company's management or decision-making set-up, or over the EZeeBUY company network and governance to the EZ8 Purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact EZeeBUY company business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire EZ8 tokens must be aware that the EZeeBUY company business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire EZ8 tokens acknowledge and understand that neither EZeeBUY company nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

EZeeBUY company will do its utmost to launch its operations and develop the EZeeBUY products and services. Anyone undertaking to acquire EZ8 tokens acknowledges and understands that EZeeBUY company does not provide any guarantee that it will manage to achieve it. On concluding the Commercial Operation, these tokens will be issued by a technical process referred to as a «Blockchain». This is an open source IT protocol over which the Company has no rights or liability in terms of its development and operation. The token distribution mechanism will be controlled by a Smart Contract; this involves a computer program that can be executed on the Graphene network or on a blockchain network that is compatible with Smart Contract programming language. They acknowledge and understand, therefore, that EZeeBUY company (including its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use EZ8 tokens, except in case of intentional misconduct or gross negligence.

EZeeBUY products and services are based on the Graphene protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Graphene protocol may cause the Company network or EZ8 tokens to malfunction or operate in a way that is not expected.



Find out more by visiting [www.ezeebuy.ai](http://www.ezeebuy.ai) or e-mailing [pr@ezeebuy.ai](mailto:pr@ezeebuy.ai).

#### Trademarks and Intellectual Property

The following list of United States trademark applications and registrations owned by jPortal Corporation does include a number of jPortal Corporation common law trademarks, trademark applications and registrations throughout the world. The absence of a trademark from this list does not constitute a waiver of intellectual property rights by jPortal Corporation.

EZeeBUY™	EZeeFRIENDS™	EZeeCROWD™	EZeeAUGMENT™
EZeeFAMILY™	EZeeHUMOR™	EZeePHOTO™	EZeeBID™
EZeeWISH™	EZeePRODUCT™	EZeeDiNA™	EZeePAY™
EZeeSOCIAL™	EZeeDATA™	EZeeBRAND™	EZeeBUDGET™
EZeeCHARITY™	EZeeRETAIL™	EZeeEARN™	EZeeREWARD™